

**To:** Chairman and Authority Members                      **Date:** September 18, 2003  
**From:** Mehdi Morshed, Executive Director  
**Subject:** Agenda Item 5 – Approval of the Public Outreach Contract

**Discussion**

On July 1, 2003 the Authority released a Request for Proposal (RFP) for Public Outreach Program. The Authority staff distributed over one-hundred RFP's. The Authority received five proposals of which the following three firms were invited to make oral presentations: Panagraph, Townsend Raimundo Besler & Usher, and URS Corporation.

On September 15, 2003 oral interviews were conducted in Sacramento. The evaluation team consisted of Andrew Antwih – Assembly Transportation Committee, Patrick Merrill - Caltrans Division of Rail, Dan Leavitt, Carrie Pourvahidi, and myself. Members Florez and Diridon were observers.

The evaluation team unanimously recommends Townsend Raimundo Besler & Usher be retained for the Public Outreach Program.

**Recommendation**

The staff recommends that the Authority delegate to the Executive Director the ability to enter into an agreement with the selected public outreach team, Townsend, Raimundo, Besler & Usher.